

HM 261
AIP8

CONTENTS FOR VOLUME 3—1939

NUMBER 1—JANUARY

| | | |
|--|---|-----|
| THE LOST FILES OF THE CREEL COMMITTEE OF 1917-19 | Cedric Larson and James R. Mock | 5 |
| TWENTY-FIVE YEARS OF DIRECT LEGISLATION IN CALIFORNIA | Edwin A. Cottrell | 30 |
| AMERICAN ATTITUDES TOWARD JAPAN AND CHINA, 1937-38 | Quincy Wright and Carl J. Nelson | 46 |
| THE VOLUME OF COMMUNIST PROPAGANDA IN CHICAGO | Harold D. Lasswell and Dorothy Blumenstock | 63 |
| HALDEMAN-JULIUS HAS MADE PROPAGANDA PROFITABLE | Raymond D. Lawrence | 79 |
| HOW TO USE A SPEAKERS BUREAU IN A POLITICAL CAMPAIGN | William J. Walsh | 92 |
| Research Activities | | |
| REACTIONS TO PROPAGANDA ON BOTH SIDES OF A CONTROVERSIAL ISSUE | R. L. Schanck and Charles Goodman | 107 |
| Government | | |
| PUBLIC RELATIONS OF NAVAL EXPANSION | Simon Bourgin | 113 |
| WILL THE PUBLIC SUPPORT A MERIT SYSTEM?—A PENNSYLVANIA EXPERIMENT | William Fox | 117 |
| Organized Groups | | |
| BRITISH COOPERATIVES IN POLITICS | Robert C. Hall | 124 |
| GROUP ORGANIZATION IN SWEDEN | Gunnar Heckscher | 130 |
| Channels of Communication | | |
| THE DIVISION OF CULTURAL RELATIONS | Ben M. Cherrington | 136 |
| THE GERMAN MOTION PICTURE TODAY: | | |
| THE GERMAN VIEW | Fritz Olimsky | 138 |
| THE NAZI CINEMA | S. K. Padover | 142 |

HM 261
AIP8

CONTENTS FOR VOLUME 3—1939

NUMBER 1—JANUARY

| | | |
|--|---|-----|
| THE LOST FILES OF THE CREEL COMMITTEE OF 1917-19 | Cedric Larson and James R. Mock | 5 |
| TWENTY-FIVE YEARS OF DIRECT LEGISLATION IN CALIFORNIA | Edwin A. Cottrell | 30 |
| AMERICAN ATTITUDES TOWARD JAPAN AND CHINA, 1937-38 | Quincy Wright and Carl J. Nelson | 46 |
| THE VOLUME OF COMMUNIST PROPAGANDA IN CHICAGO | Harold D. Lasswell and Dorothy Blumenstock | 63 |
| HALDEMAN-JULIUS HAS MADE PROPAGANDA PROFITABLE | Raymond D. Lawrence | 79 |
| HOW TO USE A SPEAKERS BUREAU IN A POLITICAL CAMPAIGN | William J. Walsh | 92 |
| Research Activities | | |
| REACTIONS TO PROPAGANDA ON BOTH SIDES OF A CONTROVERSIAL ISSUE | R. L. Schanck and Charles Goodman | 107 |
| Government | | |
| PUBLIC RELATIONS OF NAVAL EXPANSION | Simon Bourgin | 113 |
| WILL THE PUBLIC SUPPORT A MERIT SYSTEM?—A PENNSYLVANIA EXPERIMENT | William Fox | 117 |
| Organized Groups | | |
| BRITISH COOPERATIVES IN POLITICS | Robert C. Hall | 124 |
| GROUP ORGANIZATION IN SWEDEN | Gunnar Heckscher | 130 |
| Channels of Communication | | |
| THE DIVISION OF CULTURAL RELATIONS | Ben M. Cherrington | 136 |
| THE GERMAN MOTION PICTURE TODAY: | | |
| THE GERMAN VIEW | Fritz Olimsky | 138 |
| THE NAZI CINEMA | S. K. Padover | 142 |

Professional Services

| | | |
|--|----------------------|-----|
| WRITE YOUR CONGRESSMAN IMMEDIATELY! | Dwight Anderson | 147 |
| PUBLIC RELATIONS FOR A RAILROAD | Thomas W. Parry, Jr. | 154 |
| THE PUBLIC RELATIONS COUNSELLOR'S JOB | William H. Baldwin | 161 |

Book Reviews

| | | |
|---|----------------------|-----|
| <i>Young, Eugene J. Looking Behind the Censorships; and McKenzie, Vernon. Through Turbulent Years</i> | Joseph B. Phillips | 164 |
| <i>U.S. Department of State. Papers Relating to the Foreign Relations of the United States 1922</i> | William P. Maddox | 166 |
| <i>Mullett, Charles F. The British Empire</i> | Angus Fletcher | 168 |
| <i>Swain, Joseph Ward. Beginning the Twentieth Century</i> | R. J. Sontag | 168 |
| <i>Anderson, William. American Government</i> | Herman C. Beyle | 169 |
| <i>Bertram, James M. First Act in China</i> | Pardee Lowe | 171 |
| <i>Frost, S. E., Jr. Education's Own Stations</i> | George V. Denny, Jr. | 173 |
| <i>Ilg, Ray A. Public Relations for Banks</i> | Clark Belden | 174 |
| <i>Eliasberg, Dr. Propaganda</i> | Harold D. Lasswell | 175 |
| Bibliography, compiled by Bruce Lannes Smith | | 177 |

NUMBER 2—APRIL

| | | |
|---|-------------------------|-----|
| GENERAL SEMANTICS AND PROPAGANDA | S. I. Hayakawa | 197 |
| SHORT WAVES AND PROPAGANDA | George F. Church | 209 |
| THE DIES COMMITTEE: FIRST PHASE | D. A. Saunders | 223 |
| SOCIAL DYNAMICS AND PUBLIC OPINION | Peter H. Odegard | 239 |
| MOTION PICTURE INDUSTRY AND PUBLIC RELATIONS | Edgar Dale | 251 |
| THE OFFICIAL PROPAGANDA OF GREAT BRITAIN | H. Schuyler Foster, Jr. | 263 |

Research Activities

| | | |
|--|----------------|-----|
| PROGRESS IN RADIO FAN-MAIL ANALYSIS | Jeanette Sayre | 272 |
|--|----------------|-----|

RECORDS OF THE FOOD ADMINISTRATION: NEW
FIELD FOR RESEARCH

Almon R. Wright 278

Government

- VARIETY IN THE GROWTH OF FEDERAL PUBLICITY James L. McCamy 285
MUNICIPAL REPORTS OR MUSEUM PIECES? W. C. Clark 292

Organized Groups

- THE REPUBLICAN PROGRAM COMMITTEE Ronald Bridges 299
RESEARCH AND THE REPUBLICAN PARTY C. A. H. Thomson 306

Channels of Communication

- A "MIDDLETOWN" STUDY OF HOLLYWOOD Leo C. Rosten 314
THE UNITED STATES IN THE BRITISH PRESS Richard H. Heindel 320

Professional Services

- "BY PUBLIC OPINION I MEAN"— 327

Book Reviews

- Jastrow, Joseph. *The Betrayal of Intelligence* Clyde R. Miller 337
Germany Speaks Barbara S. Morgan 338
Josephson, Matthew. *The Politicos*; and
Ludwig, Emil. *Roosevelt* James R. Sloane 341
Woodward, C. Vann. *Tom Watson, Agrarian Rebel* Clifton R. Hall 344
McKean, Dayton D. *Pressures on the Legislature
of New Jersey* Catheryn Seckler-Hudson 346
Harlow, Rex F. *The Daily Newspaper and Higher Education* Reuben Frodin 349
Hollis, Ernest Victor. *Philanthropic Foundations and Higher Education* A. C. Marts 351
Wheeler-Bennett, John W. *The Forgotten Peace: Brest-Litovsk* D. C. Poole 352
We Saw It Happen Raymond J. Sontag 353
Batchelor, Bronson. *Profitable Public Relations* Glenn Griswold 355
Bessie, Simon M. *Jazz Journalism* Raymond D. Lawrence 356
- Bibliography, compiled by Bruce Lannes Smith 357

NUMBER 3—JULY

| | | |
|--|--|-----|
| PUBLIC OPINION AND "VALUE JUDGMENTS" | DeWitt Clinton Poole | 371 |
| THE RELIABILITY OF PUBLIC OPINION SURVEYS | Lucien Warner | 376 |
| THE GENERAL STAFF AS A PROPAGANDA AGENCY, 1908-1914 | Mary T. Reynolds | 391 |
| DEATH OF PRESS REFORM IN FRANCE | Joseph J. Mathews | 409 |
| JAMES BRYCE ON PUBLIC OPINION: FIFTY YEARS LATER | Francis G. Wilson | 420 |
| POLITICAL PARTIES AND PUBLIC OPINION | Joseph R. Starr | 436 |
| Research Activities | | |
| DID THE PUBLICITY OF THE DIES COMMITTEE IN 1938 INFLUENCE PUBLIC OPINION? | Steuart Henderson Britt and Selden C. Menefee | 449 |
| MEASURING COLLEGE THOUGHT | Joe Belden | 458 |
| Government | | |
| WHEN GOVERNMENT WRITES TO ITS CITIZENS | James F. Grady and Milton Hall | 463 |
| ITALIAN WAR PROPAGANDA AT HOME | Renzo Sereno | 468 |
| DISCUSSION: MEASURING FEDERAL PUBLICITY | James L. McCamy | 473 |
| Organized Groups | | |
| THE DILEMMA OF THE FARMER-LABOR PARTY | George W. Bergquist | 476 |
| THE FARMER AS CO-ADMINISTRATOR | Dale Clark | 482 |
| Channels of Communication | | |
| THE CULTURAL PROJECTS OF THE WPA | Cedric Larson | 491 |
| TRENDS AFFECTING THE DAILY NEWSPAPER | Alfred McClung Lee | 497 |
| THE COMING REVOLUTION IN FILMS | Max Forester | 502 |
| Professional Services | | |
| CURRENT TRENDS IN PUBLIC RELATIONS | Evelyn C. Roat | 507 |

Book Reviews

| | | |
|---|---------------------|-----|
| Burns, C. D. <i>Civilisation: The Next Step</i> ; | Ray F. Harvey | 516 |
| Armstrong, H. F. <i>When There Is No Peace</i> ; | | |
| Chase, Stuart. <i>The New Western Front</i> ; | Wheaton J. Lane | 518 |
| Jones, F. E. <i>The Defence of Democracy</i> ; | | |
| Speier and Kähler. <i>War in Our Time</i> | James J. Robbins | 520 |
| Friedrich, C. J. <i>Foreign Policy in the Making</i> | Eric Bellquist | 522 |
| Laski, Harold J. <i>Parliamentary Government in England</i> | | |
| Odegard and Helms. <i>American Politics</i> | | |
| Salter, J. T. <i>The American Politician</i> ; | William Starr Myers | 523 |
| and Farley, James. <i>Behind the Ballots</i> | | |
| White, William Allen. <i>A Puritan in Babylon</i> | James P. Richardson | 524 |
| Smith, Frank. <i>Thomas Paine: Liberator</i> | Edward M. Earle | 526 |
| Linebarger, Paul M. A. <i>Government in Republican China</i> | David N. Rowe | 527 |
| U.S. Department of State. <i>Papers Relating to the Foreign Relations of the United States 1923</i> | D. C. Poole | 528 |
| Wright, Milton. <i>Public Relations for Business</i> | Rex F. Harlow | 529 |
| Stone, Candace. <i>Dana and the Sun</i> | Frank L. Mott | 530 |
| Bibliography , compiled by Bruce Lannes Smith | | 531 |

NUMBER 4—OCTOBER

| | | |
|--|----------------------|-----|
| TELEVISION GIRD FOR BATTLE | John Western | 547 |
| JAPANESE PROPAGANDA IN NORTH CHINA, 1937-1938 | David Nelson Rowe | 564 |
| AMERICAN INSTITUTE OF PUBLIC OPINION SURVEYS, 1938-1939 | | 581 |
| FEDERAL PARTICIPATION IN TWO WORLD'S FAIRS | Frederick A. Gutheim | 608 |
| THE NATIONAL PUBLICITY BUREAU AND BRITISH PARTY PROPAGANDA | Ralph D. Casey | 623 |
| CONSTITUTIONAL AMENDMENT IN NEW YORK STATE | Madge M. McKinney | 635 |
| Research Activities | | |
| ORGANIZED LABOR IN POLITICAL CAMPAIGNS | Joel Seidman | 646 |

| | | |
|--|----------------------|-----|
| THE RÔLE OF THE RÁDIO COMMENTATOR | Hadley Cantril | 654 |
| Government | | |
| HOW THE NAZIS PICTURE AMERICA | Saul K. Padover | 663 |
| MR. CAMERON AND THE FORD HOUR | Thomas S. Green, Jr. | 669 |
| Organized Groups | | |
| ANTI-UNION PUBLICITY IN THE JOHNSTOWN STRIKE | Frank H. Blumenthal | 676 |
| Channels of Communication | | |
| RADIO'S CODE OF SELF-REGULATION | Neville Miller | 683 |
| THE INTER-BALKANIC PRESS LEAGUE | Ahmet E. Yalman | 688 |
| Professional Services | | |
| THE NEW YORK FAIR: ADVENTURE IN PROMOTION | Gardner Ainsworth | 694 |
| THE McGRAW-HILL PUBLIC RELATIONS FORUMS | Glenn Griswold | 704 |
| Book Reviews | | |
| Seldes, George. <i>Lords of the Press</i> | J. Roscoe Drummond | 710 |
| Rogerson, Sidney. <i>Propaganda in the Next War</i> | Lewis A. Dexter | 711 |
| <i>The History of The Times</i> , Vol. II | H. Donaldson Jordan | 712 |
| Mumford, Lewis. <i>The Culture of Cities</i> ; and Muntz, Earl E. <i>Urban Sociology</i> | Louis W. Ingram | 713 |
| Mason, Alpheus T. <i>The Brandeis Way</i> | George W. Spicer | 715 |
| Dodd, Paul A., and Penrose, E. F. <i>Economic Aspects of Medical Services</i> ; and Rorty, James. <i>American Medicine Mobilizes</i> | Esther Lucile Brown | 716 |
| Anderson, Pauline R. <i>Background of Anti-English Feeling in Germany, 1890-1902</i> | Raymond J. Sontag | 717 |
| Jones, John Price; and Church, David M. <i>At the Bar of Public Opinion</i> | Harwood L. Childs | 718 |
| <i>Fourth Course for Students of Journalism</i> | O. W. Riegel | 720 |
| Bibliography , compiled by Bruce Lannes Smith | | 721 |

An inclusive index of the QUARTERLY will be published at the end of Volume 5. The QUARTERLY is indexed currently by the Public Affairs Information Service.